

## ABSTRACT

An adhesive applicator for applying a strip of double-sided pressure sensitive adhesive to a surface of a cutting tape, the applicator includes a housing having a rotatable supply roll having layers of spaced strips with exposed face sides and unexposed back sides, each side having a pressure sensitive adhesive thereon, and the back side being adhered to a release liner, a stationary nose member mounted to the housing and having a rounded tip and disposed above the supply roll, a press member or roll positioned above the rounded tip and being movable downwardly to force a lower surface of incoming cutting tape into contact with the exposed face side to cause the exposed face side to adhere to the lower surface and separate from the release liner when the release liner is pulled laterally around the tip, a rotatable nip roll positioned beneath the supply roll for pressing a spent release liner onto the supply roll to keep the spent release liner under tension all the time, and a doctor knife edge adjacent the nip roll and beneath the supply roll for separating the spent release liner from the exposed face sides of the strip while the nip roll presses against the supply roll. In an another embodiment, the adhesive applicator is an integral part of an apparatus for cutting a moving web of paper.